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# PATENT ABSTRACTS OF JAPAN

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(71)Applicant : OMRON CORP

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(72)Inventor : FUJIWARA YOSHISUE  
YOSHIDA CHINAMI

## (54) SALES PRICE DECISION SUPPORTING DEVICE

(57)Abstract:

PURPOSE: To automatically decide a sales price capable obtaining the highest profits by determining a proper profit rate from a cost and the target sales number by the membership functions and the fuzzy rules of each of the cost, the target sales number and the profit rate.

CONSTITUTION: A fuzzy rule storage means stores the fuzzy rule setting the cost and the target sales number to be an antecedent part and the profit rate to be a consequent part. When the cost is low (N), for example, and the target sales number is average (ZR), the profit rate is set to be a little higher (PS) and when the cost is high (P) and the target sales number is large (P), the profit rate is set to be the lowest (NL). Then, a fuzzy inference means determines a proper profit rate from inputted cost and the target sales number by the membership function of the cost, that of the profit rate and the membership function/fuzzy rule of the profit rate. Furthermore, a sales price calculating means calculate a sales price from the obtained profit rate and the inputted cost.

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N	PI	PS	ZR
ZR	PS	ZR	NS
P	ZR	NS	N

## LEGAL STATUS

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